

Marketing Opportunities

Advertising

Available to our Marketing, Choice and Premier Members (advertising credit)



- **Email Marketing Opportunities:** Vertical banner advertising in our weekly email blasts and quarterly newsletter. JPEG format preferred (300x600 pixels).
- **Online Member Directory:** Gain valuable exposure while showing support of your Chamber by having your logo and website link placed in our online member directory.
- **Social Media Sharing:** Have an announcement or event to share? Tell us, and we will share and retweet!

Publications

Available to all Members



- **Community Guide & Member Directory:** This guide is published annually and provides a categorical directory listing of all Chamber member businesses. This publication is distributed throughout Cayuga County and is available year-round to visitors at our 2 State Street location.
- **Chamber Newsletter:** This email newsletter is designed to keep members informed about local and state issues, business tips, Chamber events, member updates and more. Put your message in the inboxes of over 1500 business leaders by promoting your business in this quarterly publication.
- **Chamber Website:** Our website provides information about our membership, events and information on Auburn and Cayuga County. Featuring the Community Calendar, the site draws a lot of attention. A searchable database of members accessible by category or company name offers members an important promotional tool.

Services

Available to all Members



- **Electronic Membership Listing:** The member database in Excel with monthly updates can be used for special postal mailings to all members. \$125.00
- **Membership Labels:** A printed list of labels to send special postal mailings to all members. \$50.00

Networking

Available to all Members



- **Business After Five/Business at Noon:** These social gatherings of the business community are the Chamber's premier networking events allowing members to meet, exchange ideas and make important long-lasting bonds in a comfortable setting while giving the hosting business an opportunity to showcase their workplace and gain valuable exposure.



Leadership Cayuga, a nine-month program of the Cayuga County Chamber of Commerce, stimulates public-minded thinking and increases the base of informed, capable leaders who are committed to using their talents to add to the vitality of our community.

IGNITE is a program of the Cayuga County Chamber of Commerce, governed by young professionals, that empowers its members to recognize and enhance the value of living and working in Cayuga County by connecting people and ideas.



Email Marketing

Broadcast your brand, service, event or sale using the Chamber's powerful marketing vehicles.

The Chamber reaches out to over 1000 inboxes with our weekly emails and quarterly newsletters packed with valuable information for the business community. Link to your business's online presence via vertical banner ads.

Email Marketing (vertical banner ads) priced per ad	Single Ad	4 Ads (in succession)	12 Months	In-House Design*
Weekly Email Blast	\$100	\$300	\$3,300	\$100
Quarterly Newsletter	\$100	\$300	-	\$100

Preferred format: JPEG (300x600) pixels at 72 dpi)

*Chamber staff can provide design service if needed.

Campaigning via social media? Tell us when you submit your ad, and we will share your event or post on our social media platforms.